

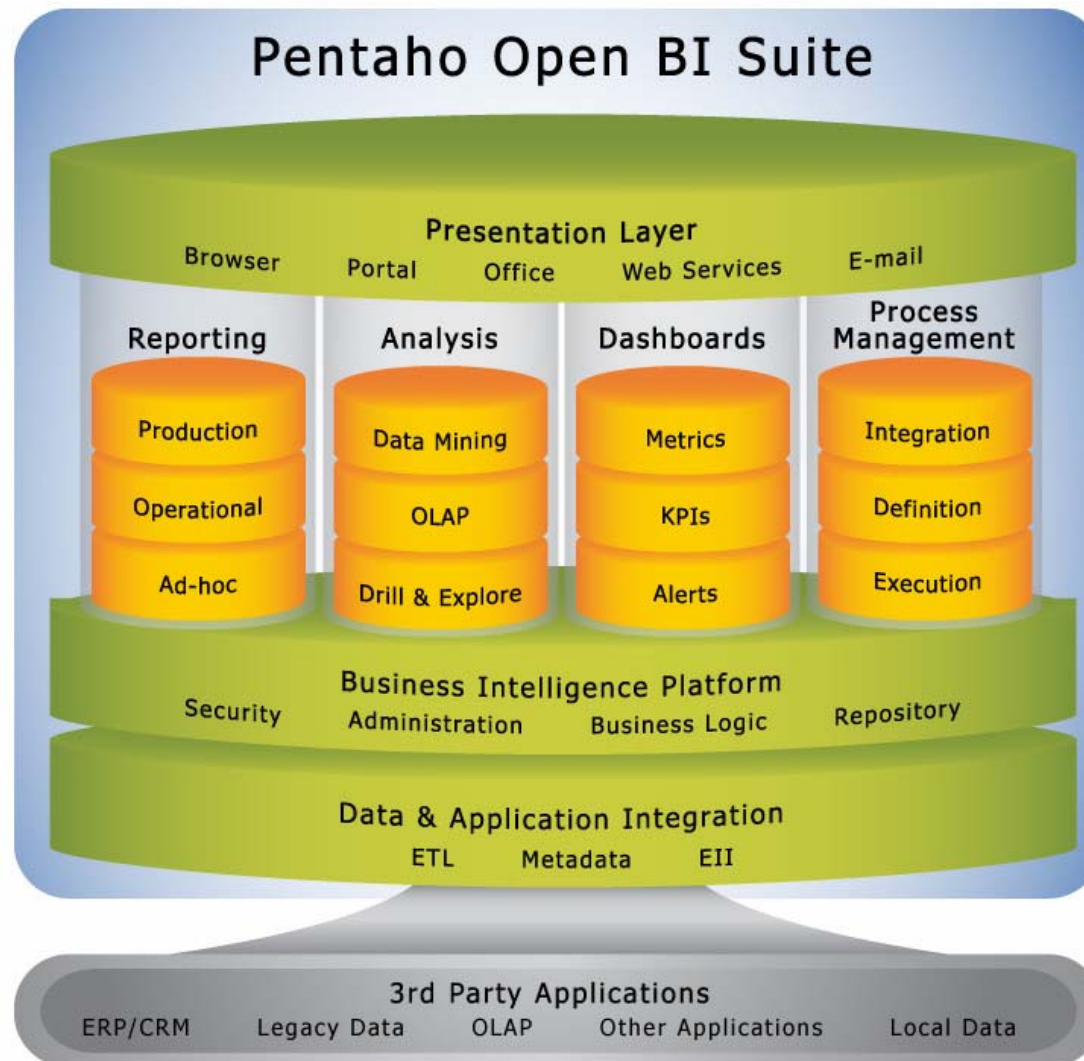


Pentaho Overview for Open Source Meets Business Conference

Richard Daley, CEO, Pentaho

January 2007

Product Offering: Pentaho Open Source BI Suite



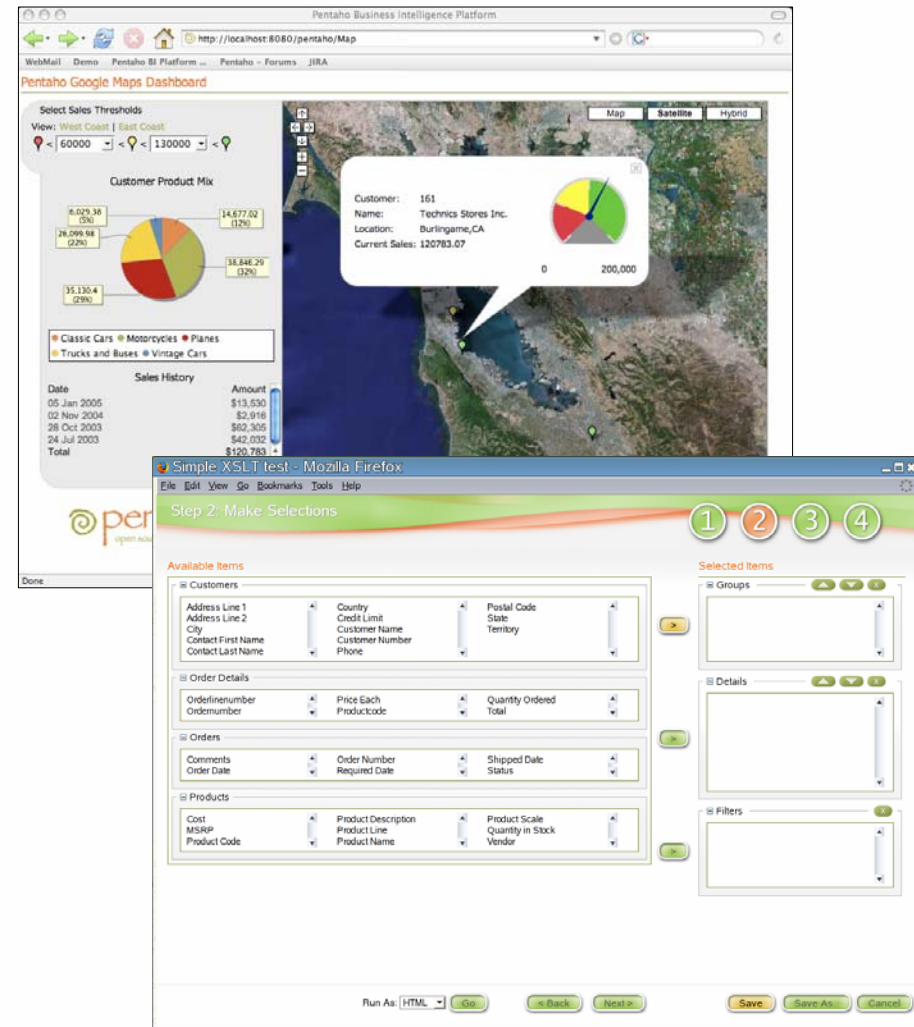
Pentaho Competitive Advantages

- Relative to proprietary BI vendors – Business Objects, Cognos, Hyperion
 - Technology – architected for operational BI and SOA, using latest technologies
 - Business model – better product, faster innovation, dramatically lower cost
 - Lack of “legacy” – acquisitions, installed base and migration, pricing and support model
- Relative to open source reporting projects
 - Breadth – reporting, analysis, dashboards, data mining, platform
 - Depth – ex: Reporting goes from ETL-Meta Data-Designer-Bursting-Delivery-Security-Scheduling-App Integration....
 - Business model – not a “bait and switch” to an expensive, proprietary platform
 - Community – momentum, visibility, contributions, downloads

A “Complete” Open Source BI Suite

Innovation at Pentaho

- The Pentaho Open BI Suite is
 - Standards-based
 - Modern technology
 - Service-implemented
- Innovation unconstrained by
 - Dated technology
 - Proprietary standards
 - Complex migrations
 - Acquired, redundant proprietary technologies
- Innovator – The first in BI with:
 - Embedded workflow engine
 - AJAX front-end
 - Google Maps integration
 - Embedded data formatting in metadata



Pentaho Business Model

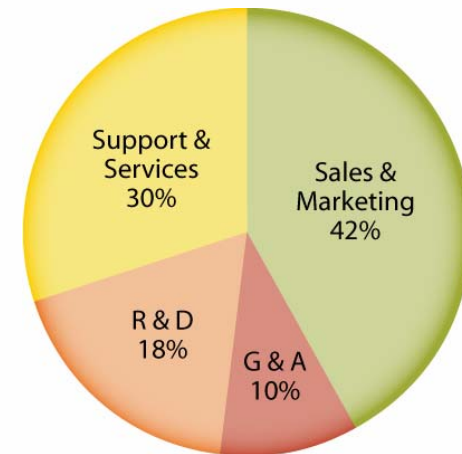
- Traditional Software Company Attributes

- Professional Methodology
 - Product Mgt, Development, QA, Distribution, Support
 - Core development staff are Pentaho employees
- Revenue from services
 - Professional Support, Training, Consulting

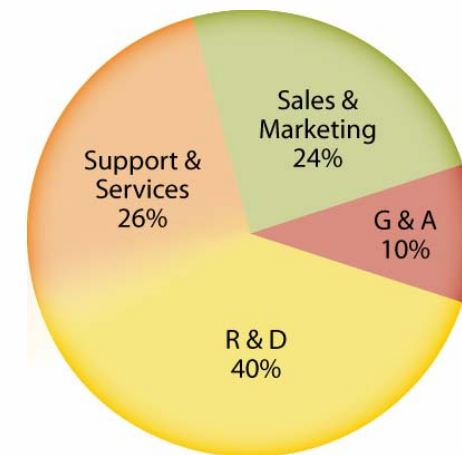
- Non-Traditional Attributes

- No software license fees
- Minimal expenses
 - Recruiting best talent from OS community (productivity gains)
 - Distributed QA & feedback loop through OS community
 - Low cost Internet-based distribution
- Transparency
- Accountability

Traditional, Proprietary Model



Pentaho Commercial OS Model



Professional Open Source Benefits from Pentaho

- Safety for Customers
 - Professional Support - 24X7, Indemnification
 - Unique chain of control in open source:
 - Support → Bug Fix → Next Version
 - Professional Training, Certification, Consulting and Migration Services
 - Pentaho Subscription™
- Innovative, enterprise-quality products via a professional methodology
 - Attract & retain top developers – Employees dedicated to success
 - Superior productivity and commercial quality
 - Public roadmaps and schedules
 - Aggressive and pervasive commitment to open standards
- Stability & long-term viability based on a vibrant open source community
 - Largest and fastest growing open source BI community
 - Extended, transparent governance and accountability – Customer, Partner, and Community
 - Licensing is business friendly and ensures the code lives beyond Pentaho Corp.
- Expanded value delivered by extensive partner ecosystem
 - Partners investing resources, creating huge ecosystem
 - Partners provide solutions built-on/integrated with Pentaho BI Platform

Pentaho: Key Statistics

- World's most popular open source BI Suite
 - Over 1.5 million lifetime downloads, average 100K / month
- Founded in 2004: Pioneer in open source BI
- Management and Board
 - Proven BI veterans from Business Objects, Cognos, Hyperion, SAS, Oracle
 - Open source leaders
 - New Enterprise Associates – investors in SugarCRM, Xensource, others
 - Index Ventures – investors in MySQL, Zend, others
- ~25 full-time developers, global community of more than 10,000



Pentaho Customers

"Pentaho provides a great solution for us, addressed our technical and business requirements, was quick to deploy, and provided far better value than other alternatives."



Honeywell



Abbott
A Promise for Life



"We selected Pentaho for its ease-of-use. Pentaho addressed many of our requirements -- from reporting and analysis to dashboards, OLAP and ETL, and offered our business users the Excel-based access that they wanted."



Trends and Evolution in the BI Market

- BI will become more pervasive, as it becomes more “invisible”
 - BI becomes a seamless, integrated part of most business processes and business applications
- BI will embrace and better-leverage the world around it
 - OpenOffice and Microsoft Office
 - Custom apps
 - Portals
 - Packaged apps
 - IDEs
- The focus for major innovation and game-changing business benefits will shift
 - From vendor “bell and whistles”
 - To customer implementations, the application of business intelligence

Pentaho Roadmap 2007: Key Themes

- Ease of use – “Expanding the audience for open source BI”
 - Web-based ad hoc query and reporting
 - Open metadata layer based on CWM standard
 - Graphical dashboard designer
 - Graphical chart editor
- Simplified, streamlined administration – “Reducing TCO”
 - Graphical OLAP administration
 - SNMP and JMX support to enable remote monitoring and administration
 - Installer-driven configuration – source databases, security systems
 - Integration between Pentaho data integration and data mining
- Extending the Pentaho platform
 - Content management integration
 - Grid support and additional parallelism